

## CONTRACT



**KITV**  
**801 South King Street**  
**Honolulu, HI 96813**  
**(808)535-0400**

www.KITV.com

And:

**Friends of Ben Cayetano C/O**  
**KWME**  
**600 Kapiolani Blvd**  
**One Kapiolani Building**  
**Suite 212**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 935857 /		<b>Alt Order #</b>
<b>Product</b> \$2050 FR WK OF 7/9		
<b>Contract Dates</b> 07/24/12 - 07/29/12		<b>Estimate #</b>
<b>Advertiser</b> Cayetano/NP/Mayor		<b>Original Date / Revision</b> 07/23/12 / 07/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> KITV Political Local K	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b> 9913141	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/24/12	07/29/12	The View	8:58-10:00 am / Hc		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-TWTF--				1	\$150.00			
N 2	KITV	07/25/12	07/29/12	KITV News At 5	5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	--WTF--				1	\$300.00			
N 3	KITV	07/26/12	07/26/12	ROOKIE BLUE	9-10pm		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	---T---				1	\$1,600.00			
<b>Totals</b>											<b>3</b>	<b>\$2,050.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 -07/27/12	3	\$2,050.00	\$1,742.50	\$82.11	\$1,824.61
<b>Totals</b>	<b>3</b>	<b>\$2,050.00</b>	<b>\$1,742.50</b>	<b>\$82.11</b>	<b>\$1,824.61</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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**Honolulu, HI 96813**

<b>Contract / Revision</b> 935858 /		<b>Alt Order #</b>
<b>Product</b> 7/24 WK		
<b>Contract Dates</b> 07/24/12 - 07/29/12		<b>Estimate #</b>
<b>Advertiser</b> Cayetano/NP/Mayor		<b>Original Date / Revision</b> 07/23/12 / 07/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> KITV Political Local K	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b> 9913141	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/25/12	07/27/12	KITV 4 News This Morning	5-7am		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	--WTF--				2	\$100.00			
N 2	KITV	07/25/12	07/27/12	GMA M-F	7-9am		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	--WTF--				3	\$100.00			
N 3	KITV	07/28/12	07/28/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$100.00			
N 4	KITV	07/29/12	07/29/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$100.00			
N 5	KITV	07/24/12	07/27/12	The View	8:58-10:00 am / Hc		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-TWTF--				1	\$150.00			
N 6	KITV	07/24/12	07/27/12	Dr Oz 4-5p	4-5p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-TWTF--				3	\$150.00			
N 7	KITV	07/29/12	07/29/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$300.00			
N 8	KITV	07/25/12	07/27/12	KITV News At 6	6-6:30pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	--WTF--				1	\$500.00			
N 9	KITV	07/28/12	07/28/12	KITV News at 6 Saturday	KITV News at 6 Sa		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$500.00			
N 10	KITV	07/25/12	07/27/12	KITV News At 10	10-1035pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	--WTF--				3	\$500.00			
N 11	KITV	07/25/12	07/27/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	3	\$900.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
935858 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/24/12 - 07/29/12	7/24 WK	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cayetano/NP/Mayor	07/23/12 / 07/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																										
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>07/23/12</td><td>07/29/12</td><td>--WTF--</td><td>3</td><td>\$300.00</td><td colspan="7"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	07/23/12	07/29/12	--WTF--	3	\$300.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	--WTF--	3	\$300.00																																	
N 12	KITV	07/28/12	07/28/12	KITV 4 News at 10 Sat	KITV 4 News at 10		:30			NM	1	\$500.00																										
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>07/23/12</td><td>07/29/12</td><td>-----S-</td><td>1</td><td>\$500.00</td><td colspan="7"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	07/23/12	07/29/12	-----S-	1	\$500.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	-----S-	1	\$500.00																																	
N 13	KITV	07/29/12	07/29/12	KITV 4 News at 10 Sun	KITV 4 News at 10		:30			NM	1	\$500.00																										
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>07/23/12</td><td>07/29/12</td><td>-----S</td><td>1</td><td>\$500.00</td><td colspan="7"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	07/23/12	07/29/12	-----S	1	\$500.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	-----S	1	\$500.00																																	
N 14	KITV	07/24/12	07/24/12	MIDDLE/LAST MAN	7-8pm		:30			NM	1	\$600.00																										
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>07/23/12</td><td>07/29/12</td><td>-T-----</td><td>1</td><td>\$600.00</td><td colspan="7"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	07/23/12	07/29/12	-T-----	1	\$600.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	-T-----	1	\$600.00																																	
N 15	KITV	07/25/12	07/25/12	FINAL WITNESS	9-10pm		:30			NM	1	\$1,200.00																										
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>07/23/12</td><td>07/29/12</td><td>--W----</td><td>1</td><td>\$1,200.00</td><td colspan="7"></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	07/23/12	07/29/12	--W----	1	\$1,200.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	--W----	1	\$1,200.00																																	
D 16	KITV	07/26/12	07/26/12	ROOKIE BLUE	9-10pm		:30			NM	0	\$0.00																										
N 17	KITV	07/29/12	07/29/12	SECRET MILLIONAIRE	7-8pm		:30			NM	1	\$1,000.00																										
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	-----S	1	\$1,000.00																																	
N 18	KITV	07/29/12	07/29/12	EXT MKOVER:WEIGHT LOS8-10P			:30			NM	1	\$1,200.00																										
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																	
Week:	07/23/12	07/29/12	-----S	1	\$1,200.00																																	
D 19	KITV	07/25/12	07/27/12	KITV News At 5	5-5:30pm		:30			NM	0	\$0.00																										
Totals											26	\$10,000.00																										

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	26	\$10,000.00	\$8,500.00	\$400.52	\$8,900.52
<b>Totals</b>	<b>26</b>	<b>\$10,000.00</b>	<b>\$8,500.00</b>	<b>\$400.52</b>	<b>\$8,900.52</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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And:

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**One Kapiolani Building**  
**Suite 212**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 936260 /		<b>Alt Order #</b>
<b>Product</b> 7/30 WK		
<b>Contract Dates</b> 07/30/12 - 08/07/12		<b>Estimate #</b>
<b>Advertiser</b> Cayetano/NP/Mayor		<b>Original Date / Revision</b> 07/24/12 / 07/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> KITV Political Local K	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b> 9913141	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

## KITV\_MT - 936260ME

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	08/06/12	08/07/12	Keiki Hula M-Tu 630-10p	630-1030p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	22-----				4	\$200.00			
<b>Totals</b>											<b>4</b>	<b>\$800.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/07/12	4	\$800.00	\$680.00	\$32.04	\$712.04
<b>Totals</b>	<b>4</b>	<b>\$800.00</b>	<b>\$680.00</b>	<b>\$32.04</b>	<b>\$712.04</b>

## KITV - 936260TV

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/30/12	08/03/12	KITV 4 News This Morning	5-7am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$100.00			
N 3	KITV	08/04/12	08/04/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				2	\$100.00			
N 4	KITV	08/05/12	08/05/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$100.00			
N 7	KITV	08/05/12	08/05/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$300.00			
N 8	KITV	07/30/12	08/03/12	KITV News At 6	6-6:30pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$500.00			
N 10	KITV	07/30/12	08/03/12	KITV News At 10	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWTF--				4	\$500.00			

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**KITV**  
**801 South King Street**  
**Honolulu, HI 96813**  
**(808)535-0400**

www.KITV.com

<u>Contract / Revision</u> 936260 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/30/12 - 08/07/12	<u>Product</u> 7/30 WK	<u>Estimate #</u>
<u>Advertiser</u> Cayetano/NP/Mayor		<u>Original Date / Revision</u> 07/24/12 / 07/24/12

**KITV - 936260TV**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
14	KITV	07/31/12	07/31/12	NY MED	9-10pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-T-----				1	\$800.00			
15	KITV	08/01/12	08/01/12	MIDDLE/SUBURGATORY	7-8pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--W----				1	\$700.00			
17	KITV	08/02/12	08/02/12	WIPEOUT	8-9pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---T---				1	\$800.00			
18	KITV	08/05/12	08/05/12	EXT MKOVER:WEIGHT LOS8-10P			:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$1,200.00			
19	KITV	07/30/12	08/03/12	KITV News At 5	5-5:30pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$300.00			
20	KITV	08/03/12	08/03/12	Keiki Hula	6-10p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$400.00			
21	KITV	08/04/12	08/04/12	Keiki Hula	6-10p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				2	\$400.00			
<b>Totals</b>											<b>31</b>	<b>\$12,200.00</b>

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/05/12	31	\$12,200.00	\$10,370.00	\$488.63	\$10,858.63
<b>Totals</b>	<b>31</b>	<b>\$12,200.00</b>	<b>\$10,370.00</b>	<b>\$488.63</b>	<b>\$10,858.63</b>

**Contract Totals 35 \$13,000.00**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**KGMB**  
 420 Waiakamilo Road  
 Suite 205  
 Honolulu, HI 96817  
 (808) 847-3246

<b>Contract / Revision</b> 798024 /		<b>Alt Order #</b>
<b>Product</b> July 22 Week 5		
<b>Contract Dates</b> 07/23/12 - 07/29/12	<b>Estimate #</b>	
<b>Advertiser</b> Ben Cayetano for Mayor		<b>Original Date / Revision</b> 07/17/12 / 07/18/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KGMB	<b>Account Executive</b> Bruce Nakamura	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Households		
		<b>Total Ratings</b> 113.30
<b>IDB#</b> 2500	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Media Plus - Honolulu**  
 c/o KWME, Inc.  
 600 Kapiolani Blvd., Suite #212  
 Honolulu, HI 96813

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWTF--				4	\$485.00	6.70			
N 2	KGMB	07/23/12	07/29/12	M-F HI News NOW at 6p	6p-630p		:30				NM	4	\$2,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWTF--				4	\$720.00	6.40			
N 3	KGMB	07/23/12	07/29/12	HI News NOW at 10p	10p-1035p		:30				NM	3	\$3,315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	1-11---				3	\$1,105.00	10.00			
N 4	KGMB	07/23/12	07/29/12	NCIS	7p-8p		:30				NM	1	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$1,455.00	11.60			
N 5	KGMB	07/23/12	07/29/12	CSI	9-10p		:30				NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----				1	\$910.00	5.90			
N 6	KGMB	07/23/12	07/29/12	60 Minutes	6p-7p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$800.00	8.30			
N 7	KGMB	07/23/12	07/29/12	The Mentalist	9p-10p		:30				NM	1	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$860.00	5.10			
N 8	KGMB	07/23/12	07/29/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	3	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWTF--				3	\$215.00	0.00			
N 9	KGMB	07/23/12	07/29/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	1-----				1	\$180.00	0.00			
N 10	KGMB	07/23/12	07/29/12	CBS This Morning	8a-10a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	1-----				1	\$15.00	0.00			
<b>Totals</b>												113.30	\$13,000.00

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**CONTRACT**

**KHNL**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

And:

**Media Plus - Honolulu**  
**c/o KWME, Inc.**  
**600 Kapiolani Blvd., Suite #212**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 798285 /		<b>Alt Order #</b>
<b>Product</b> 2012 Ben Cayetano for Mayor-Primary 7/23		
<b>Contract Dates</b> 07/23/12 - 07/27/12		<b>Estimate #</b> week 5
<b>Advertiser</b> Ben Cayetano for Mayor		<b>Original Date / Revision</b> 07/17/12 / 07/20/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KHNL	<b>Account Executive</b> Nani Liu	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
		<b>Total Ratings</b> 22.30
<b>IDB#</b> 2500	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KHNL	07/23/12	07/27/12	Hawaii News Now: Sunrise	5a-7a		:30				NM	5	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--				5	\$170.00	1.00			
N 2	KHNL	07/23/12	07/27/12	NBC Today Show	7a-9a		:30				NM	5	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--				5	\$230.00	1.10			
N 3	KHNL	07/23/12	07/27/12	Hi News Now at Five	5p-530p		:30				NM	3	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWT---				3	\$195.00	0.00			
N 4	KHNL	07/23/12	07/27/12	Hi News Now at 5:30	530p-6p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWT---				3	\$250.00	0.00			
N 5	KHNL	07/23/12	07/27/12	NBC Nightly News	6p-630p		:30				NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWT---				2	\$360.00	2.60			
N 6	KHNL	07/23/12	07/27/12	Hi News Now at Ten M-Su	10p-1035p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWT---				3	\$350.00	2.20			
N 7	KHNL	07/23/12	07/27/12	Americas Got Talent	7p-8p		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$975.00	0.00			
N 8	KHNL	07/23/12	07/27/12	Americas Got Talent	8p-9p		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$975.00	0.00			
N 9	KHNL	07/23/12	07/27/12	Americas Got Talent	8p-9p		:30				NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----				1	\$480.00	0.00			
N 10	KHNL	07/23/12	07/27/12	The Doctors	3p-4p		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	MTWTF--				1	\$65.00	0.00			
<b>Totals</b>												25	\$7,600.00

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